

6. (Amended) A system for providing electronic vouchers, as recited in claims 2, 3, or 4, wherein the discount comprises:  
a cash value discount and an expiration date.

7. (Amended) A system for providing electronic vouchers, as recited in claims 2, 3, or 4, wherein:  
the means for communicating the reseller and the discount to the buyer is by sending an electronic voucher to the buyer via email.

8. (Amended) A system for providing electronic vouchers, as recited in claims 2, 3, or 4, wherein:  
the means for communicating the reseller and the discount to the buyer is by displaying the reseller and the discount to the buyer through the website.

9. (Amended) A system for providing electronic vouchers, as recited in claim 2, wherein the means for selecting a reseller from a reseller database comprises:  
selecting the reseller geographically located closest to the buyer based on the plurality of buyer information.

10. (Amended) A system for providing electronic vouchers, as recited in claims 2, 3, or 4, wherein the plurality of buyer information comprises:  
a zip code and an email address.

17. (Amended) A method for providing electronic vouchers, as recited in claims 14, 15, or 16, wherein:  
the reseller and the discount are communicated to the buyer by sending the buyer an electronic voucher containing the reseller and the discount via email.

18. (Amended) A method for providing electronic vouchers, as recited in claims 14, 15, or 16, wherein:  
the reseller selected is the reseller geographically located closest to the buyer based on the plurality of buyer information.

19. (Amended) A method for providing electronic vouchers, as recited in claims 14, 15, or 16, wherein:

the reseller and the discount are communicated to the buyer by displaying the reseller and the discount on the website.

20. (Amended) A method for providing electronic vouchers, as recited in claims 14, 15, or 16, comprising the additional step of:

communicating the plurality of buyer information and the discount to the reseller.

25. (Amended) A method for providing electronic vouchers, as recited in claims 14, 15, 16, or 24, wherein:

the network is the Internet.

26. (Amended) A method for providing electronic vouchers, as recited in claims 14, 15, 16, or 24, wherein the discount comprises:

a cash value discount and an expiration date.

27. (Amended) A method for providing electronic vouchers, as recited in claim 24, wherein:

the electronic voucher is received via email.

28. (Amended) A method for providing electronic vouchers, as recited in claim 24, wherein:

the electronic voucher is viewed through the website.

29. (Amended) A method for providing electronic vouchers, as recited in claims 14, 15, 16, or 24, wherein the plurality of buyer information comprises:

a zip code and an email address.

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30. (Amended) A method for providing electronic vouchers, as recited in claim 24, further comprising the steps of:

printing the electronic voucher; and  
redeeming the electronic voucher at the reseller listed on the electronic voucher for the discount listed on the electronic voucher.

31. (Amended) A method for providing electronic vouchers, as recited in claim 24, further comprising the steps of:

presenting the plurality of buyer information to the reseller; and  
receiving the discount.

Please add the following claims:

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38. (Added) A method of providing a purchasing incentive to a buyer over a computer network, comprising:

receiving buyer information over the computer network;  
determining a geographic location of the buyer based on the buyer information;  
selecting a reseller having a predetermined distribution territory covering the geographic location of the buyer; and  
communicating the purchasing incentive to the buyer over the computer network, the purchasing incentive being redeemable at the selected reseller.

39. (Added) The method of claim 38, wherein the purchasing incentive is redeemable only at the selected reseller.

40. (Added) The method of claim 38, wherein the purchasing incentive is a printable electronic voucher.

41. (Added) The method of claim 40, wherein the electronic voucher includes at least one item selected from the group consisting of a discount, a cash value discount and an expiration date.

42. (Added) The method of claim 38, wherein the buyer information is selected from the group consisting of a zip code and an email address.

43. (Added) The method of claim 38, wherein the step of communicating the purchasing incentive to the buyer includes emailing the purchasing incentive to the buyer.

44. (Added) A method of providing a discount to a buyer over a computer network comprising:

receiving buyer information indicating the location of the buyer;  
receiving a product selection from the buyer;  
selecting a reseller based on the product selection and the location of the buyer;  
communicating to the buyer the location of the reseller; and  
communicating to the buyer the discount for redemption at the reseller.

45. (Added) The method of claim 44, further comprising:  
selecting the discount based on the product selection.

46. (Added) The method of claim 44, further comprising:  
receiving a producer selection from the buyer; and  
selecting the discount based on the producer selection.

47. (Added) A system for providing a purchasing incentive to a buyer over a computer network, comprising:

a reseller database for storing information concerning one or more resellers;  
an entry screen, accessible over the computer network, capable of receiving information indicating a geographic location the buyer; and  
a computer software program capable of selecting from the reseller database a reseller having a predetermined distribution territory covering the geographic location of the buyer, the software program communicating the purchasing incentive to the buyer over the computer network, wherein the purchasing incentive is redeemable at the selected reseller.

48. (Added) The system of claim 47, wherein the purchasing incentive is redeemable only at the selected reseller.

49. (Added) The system of claim 47, wherein the purchasing incentive is a printable electronic voucher.

50. (Added) The system of claim 49, wherein the electronic voucher includes at least one item selected from the group consisting of a discount, a cash value discount and an expiration date.

51. (Added) The system of claim 47, wherein the buyer information is selected from the group consisting of a zip code and an email address.

52. (Added) The system of claim 47, further comprising:  
an email program, cooperating with the computer program, for emailing the purchasing incentive to the buyer.

53. (Added) A system for providing a discount to a buyer over a computer network, comprising:  
a web site for receiving information indicating a buyer location and a buyer product selection;  
a reseller database;  
a computer program, executable through the web site, for selecting a reseller from the reseller database based on the buyer product selection and the buyer location, the program communicating to the buyer the location of the reseller and the discount for redemption at the reseller.

54. (Added) The system of claim 53, further comprising:  
selecting the discount based on the product selection.

55. (Added) The system of claim 53, further comprising:  
receiving a producer selection from the buyer; and  
selecting the discount based on the producer selection.